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conclusions, or recommendations expressed in this
material are those of the authors and do not
necessarily reflect the views of the NSF.

Underlying our ideas are surveys and interviews with ...

30K+ Scientists	50+ Trainers	Scientific Societies	Fellowship Programs	Science Philanthropies
				

The first communication question scientists need to ask ...



~~How can I be more clear?~~



~~How can I be more interesting?~~



~~How can I correct misinformation?~~



~~What do I want people to think and feel?~~



What do WE want a specific group
of people to *consider* doing?

Audience, Specific Behavioral Goals



What do you want a specific group of people to do?

Cognitive and Affective Objectives



BFFs: What **beliefs** (i.e., attitudes), **feelings**, and **framings** make the goal behavior more likely?

Communication Tactics



Communicative Behaviors

Dialogue/Listening

Activity Structure/Design

Message Content

Tone/Style/Intensity

Humorous, Aggressive, etc.

Descriptive, Narrative, etc.

Communicating Timing

Early, Frequency, etc.

Source

Trustworthiness, Familiarity, etc.

Channel

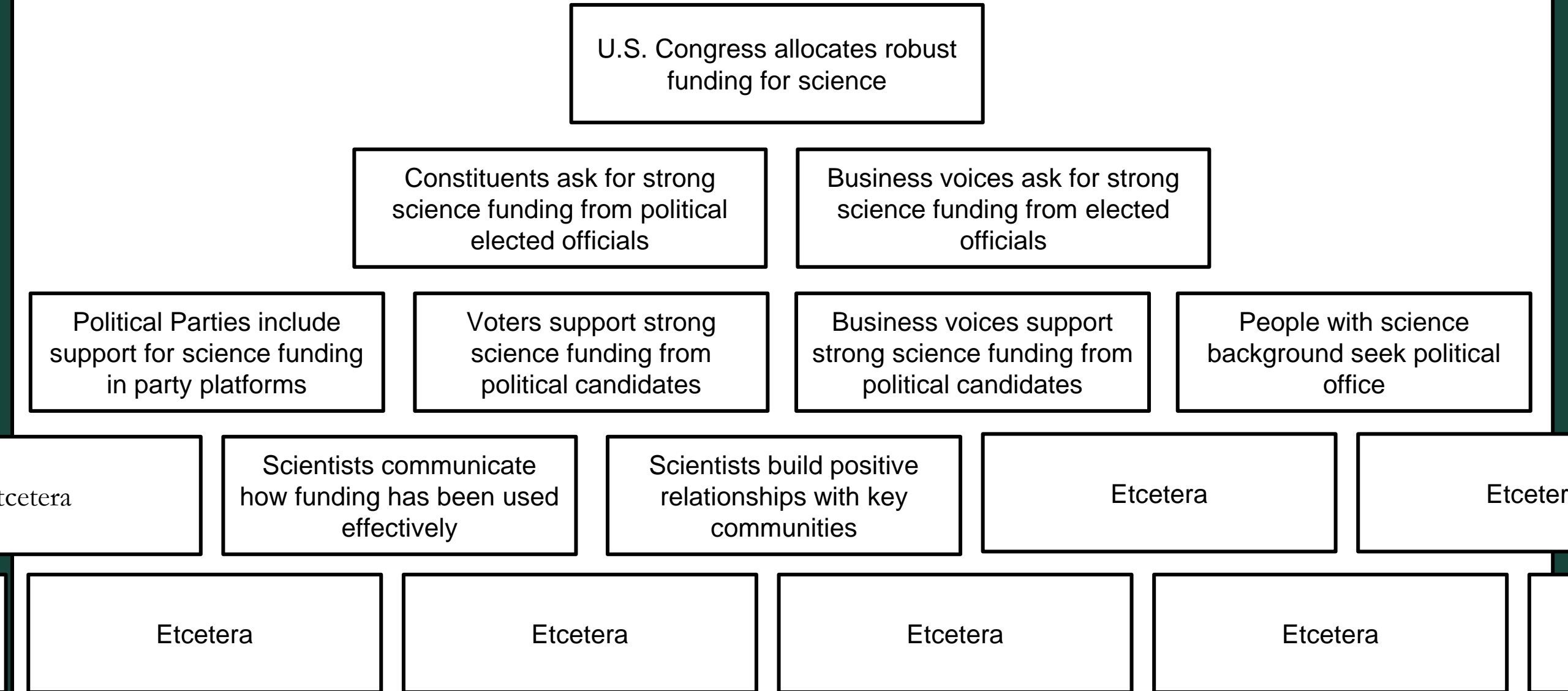
Face-to-face, Mediated, etc.

What do we mean by behavioral goals?

What do you hope will happen in a specific group from the resources you put into communication?

	Focus: "Audiences"	Focus: Scientists*
Specific Behavior	[Consider] Donating, Voting, Buying, Career Choice, Citing, Share experience, etc.	Choosing different research questions/methods, communication approaches
Behavioral Trust/ Legitimacy	Willingness to be vulnerable (Rely on scientific advice)	Willingness to work with specific audiences

Challenges: Goal hierarchy ...



Challenges: Goal specificity ...

I generally want people in this country to trust scientists



I want this specific group of people to trust the groups of scientists

Identifying specific goals may be easier for applied scientists ...

I generally want young people to consider scientific careers



I want this specific group of young people to consider this specific career path

I generally want to ensure my research/engagement meets community needs



I want to ensure this specific project meets the needs of this specific group



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E

CAUTION

AREA UNDER CONSTRUCTION

Signs you may need
to keep working on identifying
behavioral goals ...

- ☐ 'increase awareness'
- ☐ 'improve literacy'
- ☐ 'correct misinformation'
- ☐ 'improve attitudes'
- ☐ 'spark awe and wonder'
- ☐ 'communicate/
translate our science'
- ☐ 'Fight mistrust'
- ☐ 'Humanize scientists'
- ☐ 'Create dialogue'
- ☐ Sole focus is on others

??
!



Where to next?

1. Push yourself and your colleagues to be concrete about goals and objectives
 - Make sure you're trying to change yourself own behavior, too
2. Ask for help developing and implementing shared strategy
3. Push social scientists to provide to provide guidance what works/doesn't work

(Also: [The StratSciComm Project \(strategicsciencecommunication.com\)](http://strategicsciencecommunication.com))



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